

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1.-14. (Cancelled)

15. (Currently Amended) A method of ~~transaction~~ transacting a purchase, comprising:

acquiring a purchase card from a purchase card provider, the purchase card [[is a]] being a bearer instrument having an associated account number, but ~~does not identify not identifying~~ the person who acquired the purchase card, the purchase card being selected from a plurality of purchase cards acquired by the purchase card provider, each purchase card having a different account number but having a same cardholder name that is different from a card purchaser's name;

providing purchase transactional information, including the account number associated with the purchase card, to a retailer, the retailer being different from the purchase card provider; and

performing a purchase transaction by transacting a purchase with the retailer based on the account number associated with the purchase card, the person who acquired the purchase card remaining anonymous during the purchase transaction because the cardholder name on the purchase card is not the card purchaser's name.

16. (Currently Amended) The method of ~~Claim 15~~ claim 15, wherein the purchase card ~~having indicia~~ has indicia of a card issuer, indicia of an interchange association, and indicia for at least one other entity associated with distribution of the purchase cards.

17. (Currently Amended) The method of ~~Claim 16~~ claim 16, wherein the indicia for at least one other entity is further defined as the name of the purchase card provider.

18. (Cancelled).

19. (Currently Amended) The method of ~~Claim 15~~ claim 15, wherein the step of acquiring a purchase card further comprises purchasing the purchase card from a retail establishment, where the purchase card is provided to the retail establishment by the purchase card provider.

20. (Currently Amended) The method of ~~Claim 19~~ claim 19, wherein the purchase card is provided by the purchase card provider to the retail establishment on a consignment basis.

21. (Currently Amended) The method of ~~Claim 19~~ claim 19, wherein the purchase card having a purchase limit equal to an amount paid for the purchase card less a service fee assessed by the purchase card provider.

22. (Currently Amended) The method of ~~Claim 15~~ claim 15 further comprises activating the purchasing card by contacting the purchase card provider prior to transacting a purchase.

23. (Currently Amended) The method of ~~Claim 22~~ claim 22, wherein contact information for the purchase card provider is provided on the purchase card.

24. (Currently Amended) The method of ~~Claim 22~~ claim 22, wherein the consumer contacts the purchase card provider over a network connection using a software-implemented application.

25. (Currently Amended) The method of ~~Claim 15~~ claim 15, wherein the step of transacting a purchase with the retailer further comprises authorizing the purchase by way of an authorization system of an interchange association.

26. (Currently Amended) A method of transacting a purchase, comprising:
acquiring a purchase card from a purchase card provider, the purchase card having an associated account number, but ~~does not identify~~ not identifying the person who acquired the

purchase ~~card the card~~, the purchase card being selected from a plurality of purchase cards acquired by the purchase card provider, each purchase card having a different account number but having a same cardholder name that is different from a card purchaser's name;

providing purchase transactional information, including the account number associated with the purchase card, to a retailer, the retailer being different from the purchase card provider;

activating the purchase card by contacting the purchase card provider prior to transacting a purchase, wherein contact information for the purchase card provider is provided on the purchase card; and

performing a purchase transaction by transacting a purchase with the retailer based on the account number associated with the purchase card, the person who acquired the purchase card remaining anonymous because the cardholder name on the purchase card is not the card purchaser's name.

27. (Currently Amended) A method of transacting a purchase, comprising:

acquiring a purchase card from a purchase card provider, the purchase card having an associated account number, but ~~does not identify~~ not identifying the person who acquired the purchase card, and the purchase card being ~~[[is]]~~ selected from a plurality of purchase cards acquired by the purchase card provider, where each of the plurality of purchase cards embodies a different account number but having the same cardholder name;

providing purchase transactional information, including the account number associated with the purchase card, to a retailer, the retailer being different from the purchase card provider; and

performing a purchase transaction by transacting a purchase with the retailer based on the account number associated with the purchase card, the person who acquired the purchase card remaining anonymous because the cardholder name on the purchase card is not the card purchaser's name.